AMENDMENT TO THE CLAIMS

1-13.   (Cancelled)

14.   (Currently amended) A method, comprising:

receiving, from a customer ~~via~~and by a vending machine, a selection of a first product that is available for dispensing by the vending machine;

determining, based on profit inventory management data, a set of products that are available for dispensing by the vending machine;

outputting a game to the customer;

receiving, via the game, a selection of a product from the set of products, thereby defining a selected product;

vending the selected product[[,]]; and

vending the first product.

15.   (Currently amended) The method of claim 1<u>4</u>, in which receiving, via the game, a selection of a product from the set of products comprises:

randomly selecting a product from the set of products.

16.   (Cancelled)

17.   (Currently amended) A method, comprising:

initiating a transaction at a vending machine by:

receiving, by the vending machine, an indication of a selection of product desired for purchase by a customer; and

receiving, by the vending machine, <u>an indication of</u> payment for the desired product;

<u>selecting, by the vending machine and based on (i) data descriptive of products offered for sale via the vending machine and (ii) an expected profitability of the vending machine, one of the products offered for sale via the vending machine;</u>

2

outputting, by the vending machine and after the receiving of the indication of the
selection of the desired product, a game-themed presentation comprising a game result
that is indicative of a winning result comprising a free unit of the product selected by the
vending machine refund of the payment; and

  finalizing the transaction by:

    dispensing, after the outputting, and by the vending machine and to the
    customer, a unit of the desired product; and

    dispensing, by the vending machine and to the customer, [[a]]the free unit
    of the product selected by the vending machine refund of the payment.

18. (Currently amended) The method of claim 17, further comprising:

  determining, by the vending machine and based on an analysis by the vending
machine of a status of the vending machine and stored profit management rules, to output
the indication of the winning result comprising the free unit of the product selected by the
vending machine refund.

19. (New) A method, comprising:

  receiving, by a vending machine and from a customer, an indication of a selection
of a plurality of products that are available for dispensing by the vending machine for a
single package price;

  receiving, by the vending machine, an indication of a payment of the single
package price;

  determining, by the vending machine and based on stored profit management
rules, whether or not the customer is entitled to a prize; and

  outputting, by the vending machine and after the receiving of the indication of the
selection of the plurality of products that are available for dispensing by the vending
machine for the single package price, a game-themed presentation that indicates to the
customer that the determining of whether or not the customer is entitled to a prize is
based at least in part on input provided by the customer via the game-themed
presentation.

20.   (New) The method of claim 19, further comprising:

receiving, by the vending machine, an indication of the input provided by the customer via the game-themed presentation.

21.   (New) The method of claim 19, wherein in the case that it is determined that the customer is entitled to the prize, further comprising:

determining the prize, by the vending machine and based on stored product data, to be a specific product available via the vending machine.

22.   (New) The method of claim 21, wherein the stored product data comprises one or more of: (i) a number of units of the specific product currently stored in inventory; (ii) an actual sales rate of the specific product; or (iii) a target sales rate of the specific product.